5,867,780 to Malackowski et al.; and Claims 21-23, 34-36, and 53-55 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Park in view of U.S. Patent No. 6,060,993 to Cohen.

Turning now to the merits, Applicants' invention is directed to a method and system for distributing promotional information. The inventors of the present application have identified a need for a system which automatically provides targeted promotional information in the way of advertising, coupons, etc. to consumers at a time when work or personal obligations do not otherwise command the consumers' attention. The claimed invention meets this need by providing a method and system for automatically distributing promotional information to occupants of a vehicle based on a position of the vehicle in relation to a store or commercial entity associated with the promotional information. In order to expedite issuance of a patent in this case, Applicants have amended Claims 1, 29, 43, and 60 to clarify the patentable distinctions of the present invention over the cited references.

Specifically, Applicants' Claims 1, 29, 43, and 60 recite an in-vehicle promotion system that monitors a position of the vehicle in relation to a commercial entity, and automatically displays promotional information on an interior display when the monitoring indicates that the vehicle is in a predetermined position in relation to the commercial entity. As discussed in the August 12, 2002, interview, this limitation is intended to clarify that active monitoring of the vehicle position is used in the promotions system and method. Such active monitoring may be performed by receiving position data provided by an external monitoring device. As also discussed in the August 12, 2002, interview, the automatic display of promotional information in response to the position monitoring clarifies that when the vehicle is in a predetermined position in relation to the store or commercial entity, the

promotional information is automatically conveyed to the occupants via the display. In this regard, the entire content of the promotional information need not be displayed on the display; it is sufficient that the display include a visual indication that promotional information has been received for the occupant to consider. With this configuration, the operator of the vehicle can view advertising of retailers, restaurants, etc. that are in the vicinity of the vehicle and this display is automatically updated as the vehicle moves.

In contrast, the reference to Park discloses a vehicle information device that displays advertising information based on user input to the system. Specifically, as discussed in the August 12, 2002, interview, the system of Park receives radio broadcasts of voice and data advertising, as well as GPS information indicating the location of the vehicle associated with the system. The voice advertising broadcast is heard by the user who presses the "where" information button 102f when the user would like more detailed information about the retailer advertised in the voice advertisement. Once the "where" button is selected, a processor of the system sends the data advertising to the display to form a text advertising message such as the one shown in Figure 3. In addition, the GPS system is used to provide directions to the retailer or restaurant, etc., that is associated with the advertisement. Thus, the system of Park teaches displaying promotions information in response to user input and does not automatically display promotional information in response to a monitoring of the position of the vehicle that indicates that the vehicle is in a predetermined position with respect to the store or commercial entity as claimed in independent Claims 1, 29, 43, and 60.

Moreover, the references to Cohen and Malackowski et al do not correct the deficiencies of Park. As explained in the August 12th interview, Cohen does not teach or suggest an interior display configured to be mounted to an interior to provide promotions

information to the occupant of the vehicle as claimed in Claims 1, 29, 43, and 60. Rather, Cohen discloses a public advertising system wherein a monitor mounted on the exterior of a mobile vehicle generates a publicly viewable message to pedestrians who see the vehicle. The public advertising system includes a controller that determines the location of the mobile vehicle and displays advertising messages on the exterior display based on the location determined. While an interior display is known with respect to navigation systems, Applicants respectfully submit one of ordinary skill in the art would not be motivated to combine the position monitoring and automatic promotions feature with an interior display without the benefit of Applicant's realization that the vehicle is an ideal place to automatically provides targeted promotional information when the vehicle is in close proximity to the commercial entity promoted.

Thus, Claims, 1, 29, 43, and 60 patentably define over the cited references. As independent Claims 1, 29, 43, and 60 patentably define over the cited references as detailed above, dependent claims 2-8 and 10-28, 30-42, 44-57, and 61-64 which depend therefrom respectively also patentably define over the cited references.

Consequently, in view of the present amendment, no further issues are believed to be outstanding in the present application, and the present application is believed to be in

condition for formal allowance. An early and favorable action is therefore respectfully requested.

Respectfully submitted,

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IN THE CLAIMS

Please amend Claims 1, 29, 43 and 60 as shown below.

1. (Thrice Amended) An in-vehicle promotions system installed in a vehicle, comprising:

a position receiver configured to provide automatically detected position data for said vehicle thereby monitoring a position of said vehicle in relation to a commercial entity;

a controller connected to said receiver;

a wireless communications device configured to receive promotional information and connected to said controller; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller,

wherein said controller automatically outputs said promotional information to said interior display based on said position data indicating that said vehicle is in a predetermined position in relation to said commercial entity.

29. (Thrice Amended) An in-vehicle promotions system installed in a vehicle, comprising:

an RF receiver configured to receive transmitted promotions information;

a controller connected to said receiver;

a device configured to monitor a position of said vehicle in relation to a commercial entity; and

an interior display configured to be installed in an interior of said vehicle and connected to said controller wherein said controller causes said promotions information to be automatically displayed on said interior display based on an automatically detected position of said vehicle which indicates that the vehicle is in a predetermined position with respect to the commercial entity.

43. (Thrice Amended) A method of displaying promotions information to a vehicle occupant, comprising:

storing data corresponding to said promotions information in said vehicle;

monitoring a position of said vehicle in relation to a store with which the promotions information is associated; and

automatically displaying said data on an interior display after it is automatically detected by said monitoring step that said vehicle comes within a defined proximity to [a] the store with which said promotions information is associated.

60. (Thrice Amended) A method of distributing promotions information, comprising:

forming a database of promotions information of at least one store;

wirelessly distributing data corresponding to said promotions information to a vehicle;

monitoring a position of said vehicle in relation to a store; and

automatically displaying on an interior display said data to occupants of said vehicle after it is automatically detected by said monitoring step that said vehicle comes within a defined range of said store.